



WCPO

ORDER

Print Date 08/02/12 Page 1 of 3

Flight Dates 08/22/12-08/28/12

wcpo.com
kypost.com

Contract / Revision 306804 /

Original Date / Revision
08/02/12 08/02/12

Advertiser Americans for Prosperity

Agency Mentzer Media

Buying Contact

600 Fairmont Avenue - Suite #306
Towson, MD 21204

Product

Americans for Prosperity

Agency Com 15%

Billing Contact

600 Fairmont Avenue - Suite #306
Towson, MD 21204

Sales Office EWSDC

Sales Region NAT

Agency Ref

Order Sep 00:20:00

Estimate # 1168

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A25-54

Rev Codes POL POL ISS

Product Codes PL

Priority P-2

Advertiser Ref

Primary Account Executive

Daniel Baylog

Account Executive	Order%	Start Date	End Date
Daniel Baylog	100%		

Order Share % Market Value

Competing Station	% of Order	Amount
CABLE	%	
UNKWN	100%	
WBQC	%	
WCET	%	
WCVN	%	
WKON	%	
WKRC	%	
WLWT	%	
WPTO	%	
WSTR	%	
WXIX	%	

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
August 2012	22	\$15,682.50	\$18,450.00	0.00	07/30/12	08/26/12	22	\$15,682.50	\$18,450.00
September 2012	8	\$7,225.00	\$8,500.00	0.00	08/27/12	08/27/12	8	\$7,225.00	\$8,500.00
Totals	30	\$22,907.50	\$26,950.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots Amount	
E 1	WCPO	08/22/12	08/24/12	M-F GMTS 6-7a M-F GMTS 6-7a	CM	6-7a	--111--	:30	3	\$400.00	P-3	0.00	NM	3	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 08/20/12	08/26/12	--111--		3		\$400.00		0.00					
E 2	WCPO	08/22/12	08/24/12	M-F GMA 7-9am M-F GMA 7-9am	CM	7-9a	--111--	:30	3	\$800.00	P-1	0.00	NM	3	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 08/20/12	08/26/12	--111--		3		\$800.00		0.00					
E 3	WCPO	08/22/12	08/23/12	M-F 12-1p News M-F 12-1p News	CM	12-1p	--11---	:30	2	\$350.00	P-3	0.00	NM	2	\$700.00



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Order Sep 00:20:00

Advertiser Americans for Prosperity Product Americans for Prosperity Estimate # 1168

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
E 3	WCPO	08/22/12	08/23/12	M-F 12-1p News M-F 12-1p News	CM	12-1p	--11---	:30	2	\$350.00	P-3	0.00	NM	2	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/20/12	08/26/12	--11---					2	\$350.00		0.00			
E 4	WCPO	08/22/12	08/24/12	M-F 6-630p News M-F 6-630p News	CM	558-630p	--1-1--	:30	2	\$850.00	P-2	0.00	NM	2	\$1,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/20/12	08/26/12	--1-1--					2	\$850.00		0.00			
E 5	WCPO	08/22/12	08/24/12	M-F 7-730p Wheel of Fortune	CM	M-F 7-730p	--1-1--	:30	2	\$1,600.00	P-1	0.00	NM	2	\$3,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/20/12	08/26/12	--1-1--					2	\$1,600.00		0.00			
E 6	WCPO	08/22/12	08/24/12	M-F 1135p-1202a Nightlin M-F 1135p-1202a Nightlin	CM	1135p-1202a	--1-1--	:30	2	\$400.00	P-2	0.00	NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/20/12	08/26/12	--1-1--					2	\$400.00		0.00			
E 7	WCPO	08/22/12	08/26/12	M-SU 11p Late News M-SU 11p Late News	CM	11-1135p	--1-1-1	:30	3	\$900.00	P-2	0.00	NM	3	\$2,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/20/12	08/26/12	--1-1-1					3	\$900.00		0.00			
E 8	WCPO	08/24/12	08/24/12	Friday Prime A Shark Tank	CM	8-9p	----F--	:30	1	\$1,400.00	P-3	0.00	NM	1	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/20/12	08/26/12	----F--					1	\$1,400.00		0.00			
E 9	WCPO	08/25/12	08/25/12	NASCAR NASCAR	CM	12p-1130p (7:30 PM-11:00 PM)	-----S-	:30	1	\$800.00	P-8	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/20/12	08/26/12	-----S-					1	\$800.00		0.00			
E 10	WCPO	08/26/12	08/26/12	SU GMTS 8-9a SU GMTS 8-9a	CM	8-9a	-----S	:30	1	\$450.00	P-3	0.00	NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/20/12	08/26/12	-----S					1	\$450.00		0.00			
E 11	WCPO	08/26/12	08/26/12	Sunday Prime A AFHV	CM	7-8p	-----S	:30	1	\$1,400.00	P-8	0.00	NM	1	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/20/12	08/26/12	-----S					1	\$1,400.00		0.00			
E 12	WCPO	08/26/12	08/26/12	ABC Sunday Prime Extreme Makeover	CM	7-11p (9:00 PM-11:00 PM)	-----S	:30	1	\$1,700.00	P-8	0.00	NM	1	\$1,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/20/12	08/26/12	-----S					1	\$1,700.00		0.00			
E 13	WCPO	08/27/12	08/27/12	M-F GMTS 6-7a M-F GMTS 6-7a	CM	6-7a	1-----	:30	1	\$400.00	P-3	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/27/12	09/02/12	1-----					1	\$400.00		0.00			
E 14	WCPO	08/27/12	08/27/12	M-F GMA 7-9am M-F GMA 7-9am	CM	7-9a	1-----	:30	1	\$800.00	P-1	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/27/12	09/02/12	1-----					1	\$800.00		0.00			
E 15	WCPO	08/27/12	08/27/12	M-F 12-1p News M-F 12-1p News	CM	12-1p	1-----	:30	1	\$350.00	P-3	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/27/12	09/02/12	1-----					1	\$350.00		0.00			



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Advertiser Americans for Prosperity Product Americans for Prosperity Estimate # 1168

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
E 15	WCPO	08/27/12	08/27/12	M-F 12-1p News M-F 12-1p News	CM	12-1p	1-----	:30	1	\$350.00	P-3	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/27/12	09/02/12	1-----		1				\$350.00		0.00			
E 16	WCPO	08/27/12	08/27/12	M-F 6-630p News M-F 6-630p News	CM	558-630p	1-----	:30	1	\$850.00	P-2	0.00	NM	1	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/27/12	09/02/12	1-----		1				\$850.00		0.00			
E 17	WCPO	08/27/12	08/27/12	M-F 7-730p Wheel of Fortune	CM	M-F 7-730p	1-----	:30	1	\$1,600.00	P-1	0.00	NM	1	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/27/12	09/02/12	1-----		1				\$1,600.00		0.00			
E 18	WCPO	08/27/12	08/27/12	M-F 1135p-1202a Nightlin M-F 1135p-1202a Nightlin	CM	1135p-1202a	1-----	:30	1	\$400.00	P-2	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/27/12	09/02/12	1-----		1				\$400.00		0.00			
E 19	WCPO	08/27/12	08/27/12	M-SU 11p Late News M-SU 11p Late News	CM	11-1135p	1-----	:30	1	\$900.00	P-2	0.00	NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/27/12	09/02/12	1-----		1				\$900.00		0.00			
E 20	WCPO	08/27/12	08/27/12	8-10pm Bachelor/Bachelo 8-10p Bachelor/Bachelore	CM	8-10p	M-----	:30	1	\$3,200.00	P-3	0.00	NM	1	\$3,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/27/12	09/02/12	M-----		1				\$3,200.00		0.00			
Totals														30	\$26,950.00